



Order /Rev: 106121  
 Alt Order #: 06848655  
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Berkley, Shelley for Senate  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 30S  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/04/12	09/07/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	-TWT---	:30	4	\$200.00	1	0.00	NM	4	\$800.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-TWT---	4		\$200.00		0.00						
E 2	KSNV	09/10/12	09/10/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	M-----	:30	1	\$50.00	3	0.00	NM	1	\$50.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	1		\$50.00		0.00						
E 3	KSNV	09/04/12	09/07/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	8	\$600.00	1	0.00	NM	8	\$4,250.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-TWTF--	8		\$600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
4	KSNV	09/03/12-09/09/12		M-F 5-6a WakeUp w/Wagner	5-6a		-TWThF----	:30	\$325.00	0.00	NM				
6	KSNV	09/03/12-09/09/12		M-F 5-6a WakeUp w/Wagner	5-6a		-TWThF----	:30	\$325.00	0.00	NM				
E 4	KSNV	09/10/12	09/10/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	1	\$125.00	3	0.00	NM	1	\$125.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	1		\$125.00		0.00						
E 5	KSNV	09/10/12	09/10/12	M-F 6-7a WakeUp w/Wagner M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	2	\$250.00	3	0.00	NM	2	\$500.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	2		\$250.00		0.00						
E 6	KSNV	09/04/12	09/07/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	4	\$1,500.00	1	0.00	NM	4	\$5,350.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-TWTF--	4		\$1,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	KSNV	09/03/12-09/09/12		Today Show	658a-9am		-TWThF----	:30	\$850.00	0.00	NM				
E 7	KSNV	09/10/12	09/10/12	Today Show Today Show	CM	658a-9am	M-----	:30	2	\$350.00	3	0.00	NM	2	\$700.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	2		\$350.00		0.00						
E 8	KSNV	09/10/12	09/10/12	M-F Today Show II 3rd Hr M-F Today Show II	CM	9-10a	M-----	:30	1	\$125.00	3	0.00	NM	1	\$200.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	1		\$125.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	09/10/12-09/16/12		M-F Today Show II 3rd Hr	9-10a		M-----	:30	(\$125.00)	0.00	NM				
See MG 8.2															
[NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	09/10/12-09/10/12		M-F Today Show II 3rd Hr	9-10a		M-----	:30	\$200.00	0.00	NM				
Ⓜ MG for 8.1 09/10															
[revised rate]															
E 10	KSNV	09/10/12	09/10/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	1		\$175.00		0.00						
E 11	KSNV	09/04/12	09/07/12	Noon News Noon News	CM	12-1230pm	-TWTF--	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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Advertiser: Berkley, Shelley for Senate  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 30S  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	KSNV	09/04/12	09/07/12	Noon News Noon News	CM	12-1230pm	-TWTF--	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--					4	\$425.00		0.00			
E 12	KSNV	09/04/12	09/07/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-TWTF--	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--					4	\$325.00		0.00			
E 13	KSNV	09/10/12	09/10/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	M-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$100.00		0.00			
E 14	KSNV	09/04/12	09/07/12	Dr. Phil Dr Phil	CM	3-4p	-TWTF--	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--					4	\$450.00		0.00			
E 15	KSNV	09/10/12	09/10/12	Dr. Phil Dr Phil	CM	3-4p	M-----	:30	1	\$225.00	3	0.00	NM	1	\$225.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$225.00		0.00			
E 16	KSNV	09/10/12	09/10/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	M-----	:30	1	\$300.00	3	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$300.00		0.00			
E 17	KSNV	09/04/12	09/07/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	-T-TF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-TF--					3	\$700.00		0.00			
E 18	KSNV	09/10/12	09/10/12	M-F Early News M-F Early News	CM	5-630p	M-----	:30	2	\$375.00	3	0.00	NM	2	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					2	\$375.00		0.00			
E 19	KSNV	09/04/12	09/07/12	M-F Early News M-F Early News	CM	5-630p (5:00 PM-5:30 PM)	-T-TF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-TF--					3	\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSNV	09/03/12-09/09/12		M-F Early News		5-630p	P-T-ThF----	:30		\$1,000.00		0.00	NM		
E 20	KSNV	09/09/12	09/09/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S	:30	1	\$600.00	3	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					1	\$600.00		0.00			
E 21	KSNV	09/10/12	09/10/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	M-----	:30	1	\$375.00	3	0.00	NM	1	\$375.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$375.00		0.00			
E 22	KSNV	09/10/12	09/10/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-----	:30	1	\$375.00	3	0.00	NM	1	\$375.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 22	KSNV	09/10/12	09/10/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-----	:30	1	\$375.003		0.00	NM	1	\$375.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	1		\$375.00		0.00						
E 23	KSNV	09/07/12	09/07/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	----F--	:30	1	\$800.001		0.00	NM	1	\$800.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----F--	1		\$800.00		0.00						
E 24	KSNV	09/10/12	09/10/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	M-----	:30	1	\$200.003		0.00	NM	1	\$200.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	1		\$200.00		0.00						
E 25	KSNV	09/08/12	09/08/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	2	\$225.003		0.00	NM	2	\$450.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----S-	2		\$225.00		0.00						
E 26	KSNV	09/08/12	09/08/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$150.003		0.00	NM	1	\$150.00
VEGAS INC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----S-	1		\$150.00		0.00						
E 27	KSNV	09/04/12	09/07/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	4	\$1,100.001		0.00	NM	4	\$4,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-TWTF--	4		\$1,100.00		0.00						
E 28	KSNV	09/10/12	09/10/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$400.003		0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	1		\$400.00		0.00						
E 29	KSNV	09/10/12	09/10/12	The Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$175.003		0.00	NM	1	\$175.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	1		\$175.00		0.00						
E 30	KSNV	09/08/12	09/09/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$400.003		0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----SS	2		\$400.00		0.00						
E 31	KSNV	09/08/12	09/08/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$150.003		0.00	NM	1	\$150.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----S-	1		\$150.00		0.00						
E 32	KSNV	09/08/12	09/08/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	2	\$225.003		0.00	NM	2	\$450.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----S-	2		\$225.00		0.00						
E 34	KSNV	09/08/12	09/08/12	Saturday Night Live Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$550.003		0.00	NM	1	\$550.00
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----S-	1		\$550.00		0.00						
E 35	KSNV	09/09/12	09/09/12		CM	7a-8am	-----S	:30	1	\$200.003		0.00	NM	1	\$200.00

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Product Desc: BERKLEY FOR SENATE  
Estimate: 30S  
KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sunday Today											
				Sunday Today											
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S			1		\$200.00			0.00			
E 36	KSNV	09/09/12	09/09/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$175.00	3	0.00	NM	1	\$175.00
				News 3 Today											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S			1		\$175.00			0.00			
N 37	KSNV	09/08/12	09/08/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$225.00	3	0.00	NM	1	\$225.00
				Sa-Su Early News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-			1		\$225.00			0.00			
N 41	KSNV	09/08/12	09/08/12	Sat PR 8-9p	CM	8-9pm	-----S-	:30	1	\$800.00	2	0.00	NM	1	\$800.00
				Saturday Prime 8-9pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-			1		\$800.00			0.00			
N 43	KSNV	09/09/12	09/09/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00
				Sports Night in Las Vegas											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S			1		\$200.00			0.00			
N 44	KSNV	09/10/12	09/10/12	Days of our Lives	CM	1258p-2pm	M-----	:30	1	\$275.00	2	0.00	NM	1	\$275.00
				Days of our Lives											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----			1		\$275.00			0.00			
N 45	KSNV	09/09/12	09/09/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$325.00	2	0.00	NM	1	\$325.00
				Sunday Today											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S			1		\$325.00			0.00			
													Totals	74	\$35,900.00